

8/20/90

7/9/90

For pricing model

TOTAL PRICE VALUE GROUP MARKET SHARE

2045378049

P.M.'S SHARE BASED ON PROPOSED PRELIM 2ND REVISED FC @ 223.0

P.M.'S SHARE BASED ON PRELIM 2ND REVISED FC AND APPROPRIATE ADJUSTMENTS 1991-94

P.M.'S SHARE OF PV SMOOTHED 1990-95 TO GET TO 40% SAME AS BASE PLAN

	TOTAL	DIFF VS. YAG	BLACK & WHITE	DIFF VS. YAG	BRANDED	DIFF VS. YAG	PV 25'S	DIFF VS. YAG	PRICE-OFF	DIFF VS. YAG	SUB- GENERIC	DIFF VS. YAG	PV 30'S
1980	0.04		0.04										
1981	0.45	0.41	0.45	0.41									
1982	0.95	0.50	0.95	0.50	0.00	0.00	0.00	0.00					
1983	3.33	2.38	2.92	1.97	0.36	0.36	0.05	0.05					
1984	5.52	2.19	4.35	1.43	0.38	0.02	0.78	0.73					
1985	7.30	1.78	4.62	0.27	1.38	1.00	1.30	0.52					
1986	8.90	1.60	4.30	-0.32	2.69	1.31	1.90	0.60	0.01	0.01			
1987	10.23	1.33	3.95	-0.35	4.34	1.65	1.70	-0.20	0.24	0.23			
1988	11.12	0.89	3.27	-0.68	6.05	1.71	1.20	-0.50	0.60	0.36			
1989	14.90	3.78	2.76	-0.51	9.56	3.51	0.89	-0.31	0.73	0.13	0.94	0.94	10.02
1990*	18.00	3.10	3.04	0.28	10.83	-1.27	0.61	-0.28	0.78	0.05	2.72	1.78	0.02

all 88's

85	100	85	100	85	100	85	100	85	100	85	100	85	100	85	100
41%	100%	44%	56%	43%	57%	27%	73%	18%	82%	41%	59%	100%	100%	100%	100%
7.38	10.62	1.34	1.70	4.66	6.17	.16	.45	.14	.64	1.12	1.60	.02	.02	.02	.02
744	10.66														

78	49	58	28
70	37	12	19
52	70	31	20
39	48	47	13
137	21	33	76
57	12	16	14
23	34	78	
59	76	73	
150	189	29	37
46	21	116	17
53	40	20	

82.00

FM

85	100	120	NF
47.37	28.40	2.38	3.85 based
			43% 70's = 1.65
			57-85 220